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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known				
Application Number	10/790,892			
Filing Date	March 2, 2004	-		
First Named Inventor	Jeffrey A. McFadden			
Art Unit	3621			
Examiner Name	not yet known			
Attorney Docket Number	10005.001710			

	U.S. PATENT DOCUMENTS						
Examiner	Cite No.1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages Columns Lines When Sales and		
Initials *		Number - Kind Code ² (if known)			Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		
NB	Α	US- 5,948,061	Sept. 7, 1999	. Merriman, et al.	·		
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	FOREIGN PATENT DOCUMENTS							
Examiner Cite		Foreign Patent Document	Publication	Name of Patentee or	Pages, Columns, Lines,			
Initials*			Applicant of Cited Document	Where Relevant Passages or Relevant Figures Appear	7°			
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Examiner Signature	Namrata	Borga	Date Considered	8/15/07

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Substitute for form 1449B/PTO			•	Complete if Known		
INIEO	DRAATI	ON DIS	CLOSURE	Application Number	10/790,892	
				Filing Date	March 2, 2004	
STATEMENT BY APPLICANT			PPLICANT	First Named Inventor	Jeffrey A. McFadden	
				Art Unit	3621	
(Use as many sheets as necessary)				Examiner Name	not yet known	
Sheet	2	of	2	Attorney Docket Number	10005.001710	

	,	NON PATENT LITERATURE DOCUMENTS	
Examiner Initials *	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T.2
MB	8	TEDESCO, RICHARD, "Web ads get glitzy, savvy," In: Broadcasting & Cable. New York: November 8, 1999, Vol. 129, Iss. 46, p. 49.	
MB	С	PCT International Search Report for international Application No. PCT/US04/31738 (2 sheets)	
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Examiner Signature	Namrata Boveja	Date Considered	8/15/07
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